

OVERSEAS VISITORS TO PHOENIX SUMMARY - 2005**

Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Overseas Visitation	173,000	ADVANCE TRIP PLANNING		Grand Canyon NP	9.2%
DEMOGRAPHICS		Avg. Advance Trip Decision	77.6 days	Tucson	5.4%
AGE (years)		Avg. Advance Air Reservations	53.0 days	Glen Canyon NP	0.8%
Male Average	45.2 years	Use of Pre-Booked Lodging	57.9%	OTHER DESTINATIONS VISITED	
Female Average	41.4 years	USE OF PACKAGES		# of States Visited	2.1
HOUSEHOLD INCOME		YES	8.5%	# of Destinations Visited	2.8
Average HH Income	\$78,400	Guided Tour	6.0%	California	30.5%
< \$40,000	32.4%	Air/Lodging	4.2%	Los Angeles	19.4%
\$40,000 - \$79,999	31.7%	Air/Lodging/Tour	4.0%	San Francisco	16.1%
\$80,000 - \$119,999	11.0%	Air/Lodging/Bus	1.7%	San Diego	6.3%
\$120,000+	25.0%	Air/Lodging/Bus/Tour	1.7%	Yosemite N.P.	0.7%
PARTY COMPOSITION		Air/Rental Car	1.3%	Nevada	15.8%
Avg. Travel Party (mean)	1.4	Air/Lodging/Rental Car	-	Las Vegas	15.5%
Traveling Alone	49.5%	INFORMATION SOURCES		Utah	7.1%
Family/Relatives	27.0%	Travel Agency	42.8%	Monument Valley N.P.	4.9%
Spouse	22.2%	Personal Computer	31.4%	Zion N.P.	0.6%
Business Associates	8.7%	Friends/Relatives	18.0%	Bryce Canyon N.P.	0.4%
Friends	3.5%	Airlines Directly	14.2%	New York	10.2%
Group Tour	0.9%	Corporate Travel Dept.	11.6%	Texas	5.2%
Adults Only	91.2%	Travel Guides	5.1%	Ohio	5.1%
Adults and Children	8.8%	State/City Travel Office	4.7%	Illinois	4.3%
GENDER		Tour Company	4.3%	Florida	3.8%
Male	58.4%	Newspapers/Magazines	0.9%	LEISURE ACTIVITIES	
Female	41.6%	Other	0.2%	Shopping	88.0%
FREQUENT TRAVELERS		ACCOMMODATIONS		Dining in Restaurants	83.1%
Repeat Visitor to the U.S.	82.5%	Hotel/Motel	61.5%	Visit Historical Places	45.2%
U.S. Trips last 12 Months	2.4	Private Home	44.4%	Sightseeing in Cities	42.2%
U.S. Trips last 5 Years	7.9	Other	2.1%	Visit National Parks	34.5%
1 Trip	35.5%	TRANSPORTATION IN U.S.		Touring Countryside	30.7%
2 - 5 Trips	32.9%	Airlines in U.S.	48.2%	Visit Small Towns	28.4%
6+ Trips	30.6%	Rented Auto	39.0%	Amusement/Theme Parks	21.0%
ORIGIN MARKETS		Company or Private Auto	31.5%	Cultural Heritage Sites	20.2%
U.K.	15.2%	Taxi/Cab/Limousine	31.1%	Guided Tours	19.0%
Mexico	15.2%	City Subway/Tram/Bus	8.7%	Casinos/Gambling	16.8%
Germany	14.0%	Motor Home/Camper	2.2%	Water Sports/Sunbathing	16.3%
Japan	9.8%	LENGTH OF STAY		Art Gallery/Museum	15.5%
India	9.1%	# of Nights in Arizona (mean)	9.1 nights	Visit Native Am. Comm.	12.8%
France	8.2%	# of Nights in U.S. (mean)	22.3 nights	Attend Sports Event	11.6%
South America	5.5%	PURPOSE/ACTIVITIES		Environ./Eco Excursions	10.4%
Australia	3.7%	MAIN PURPOSE OF TRIP		Concert/Play/Musical	8.9%
Switzerland	2.6%	Leisure & VFR	57.6%	Nightclubs/Dancing	6.9%
PORT OF ENTRY		Visit Friends/Relatives	26.6%	Camping/Hiking	5.3%
Other Ports	36.0%	Leisure/Rec./Holidays	24.9%	Golfing/Tennis	4.8%
Los Angeles	18.3%	Other	6.1%	Ethnic Heritage Sites	3.4%
San Francisco	12.7%	Business and Convention	42.4%	Ranch Vacations	1.8%
Atlanta	7.0%	Business/Professional	38.1%	Cruises	1.6%
Chicago	6.3%	Convention/Conference	3.5%	Hunting/Fishing	1.4%
Dallas/Ft Worth	3.6%	Study/Teaching	0.8%	Snow Skiing	0.4%
Houston	3.2%				

Source: US Department of Commerce

** Does not include visitors from Canada or those arriving by land from Mexico.